

CHAPTER I

INTRODUCTION

I. Background of Choosing Subject

PT PLN (PERSERO) Unit Distribusi Jateng and DIY is the state electricity company which serves society by supplying them with electricity. The existence of the company is very important, because most of Indonesian people use electricity to help run their activities.

To support a good communication process, to build a good image of company, a good relationship within an organization has to be made. This is the reason why the writer chooses internal communication at PT PLN as the title of the proposal. Internal communication itself means a communication process between employees in an organization.

Tugas internal PR adalah menjaga keserasian didalam kerjasama. Dalam kerjasama ini, maka setiap bagian - karena kegiatannya - mengadakan pengaruh dan kadang kadang perubahan ataupun situasi baru terhadap totalitas situasi.

Internal PR task is to keep balance in a good work / team work. In a team work, each part – because of these activities – effects and sometime changes or creates a new situation for totally of situation.
(Astrid, 1997: 176)

Based on what the writer has written above, the writer chooses “Internal Communication at PT PLN as the title of this proposal. The writer hopes he can apply these theories and relate it to the internal communication, so that he can analyze how internal communication process takes place at the PLN.

II. Objective of Choosing Subject

The objective of the study is to analyze parts of communication in internal communication at PT PLN (Persero).

III. Scope of the study

The writer limits his study to the internal communication in dimension of internal communication.

IV. Review of literature

According to Uchjana (1984), (1981) and Susanto (1974) there are parts of internal communication dimension.

Internal communication defined by Uchjana as

Pertukaran gagasan diantara para administrator dan karyawan didalam perusahaan atau jawatan yang menyebabkan terwujudnya perusahaan atau jawatan tersebut lengkap dengan strukturnya yang khas (organisasi) dan pertukaran gagasan secara horizontal dan vertical didalam perusahaan atau jawatan yang menyebabkan pekerjaan berlangsung (operasi dan management)

Exchange of ideas among the administrators and employees in a company or organization that help it up into a complete organization and exchange of ideas horizontal and vertical within the company that help to get the work done.

(Uchjana , 1984: 155)

Internal communication dimension can be divided into two types: vertical communication and horizontal communication. (Uchjana , 1984: 156)

4.1 Vertical communication

Vertical communication is a top-down and bottom up communication or communication from the leader to the employees and from the employees to the leader, with two way communication (Uchjana, 1984: 156). In this communication, the leader

gives instruction, information; explain to the employees and the employee gives report, suggestion, and any other thing to the leader.

Two way communication is important, because with only one way communication, the organization will not run well. Leader needs to know the reports or suggestion from the employees, so that the leader can take some decisions in order to reach the company's goals, a smooth vertical communication can improve the organization good image and democratic leader.

4.2 Horizontal Communication

Horizontal communication is communication between the staff members with other staff members, employees with other employees and etc (Uchjana,1984: 158). It is difference from the vertical communication. This communication is less formal than vertical communication. The employees can have this communication not only when they work, but also during lunch or when they go home. Because of that, this communication is potential to spread out some gossip, and the gossip can easily develop in the company. Moreover if the gossip is caused by the leader's action. It is potential to be hot gossip among the employees and it may cause financial loss.

This kind of case is handled by the PRO (Public Relation Officer), because the PRO duty does not only include external matters but also internal matters. Therefore, there is employee relation. In these employee relations, PRO needs to have direct communication with the employees in order to get the employees about opinion; employees want anything which relates with their job.

Type of Internal Communications.

Internal communication can be divided into two:

- a) Personal communication
- b) Group Communication

4.1 a Personal Communication

Personal communication is communication between two people and this can be done in two ways; (Uchjana, 1984: 160)

- Face to face communication
- Mediated communication

Face to face communication is dealing with dialog or conversation so that two parties can make personal contact, but mediated communication is communication using media, for example telephone, memo or another media, so that they don't have personal contact. The function of personal contacts it self is to make the communicator know and understand the:

- frame of reference of the communicant
- physical condition and communicant mental
- direct response from communicant
- Situation.

4.1.b Group Communication

Group communication is communication between people with a group of people in face to face communication, and this group can be small group or large group (Uchjana, 1984: 161).

- **Small group communication**

Small group communication is communication between the manager or administrator with a group of employee who can possibly make the employees give opinions or verbal response. (Uchjana, 1984: 162).

In other words in this small group, the leader can do personal communication with the members of the group, the members of small group has rational characteristic, so that every message sent to them can be responded critically.

There are advantages and disadvantages in small group:

Advantages

- a) has personal contact
- b) direct feedback
- c) know the situation when they have communication

Disadvantages

- a) Frame or reference of communicant doesn't know individually.
- b) The communicants physically and mentally don't understand each other individually.

- **Large Group Communication**

Large group communication is group of communicant who have many members. In some communication situation, they have opportunity to give the response with verbal (Uchjana, 1984:163). In other words, in large group communication, is has little opportunity for communicator to have a dialogue with the communicant.

In an organization, internal communication is rarely done in a large group, especially in the flag ceremony which is often used by the leader to give information which has public characteristic, and has relation with all the employee's importance.

V. Method of Study

Data source to arrange these reports are obtained based on an approach using interview, documentary and observation. With such an approach, the writer expects that he can communicate well with the company staffs.

VI. Type of study

The type of the study which is used by the writer is descriptive type of study.. This type is used to classify something according to its type.

VII. Method of Data Collection

The method of data collection is a method the writer uses to try to collect the direct data (primary data) and the indirect data (the secondary data) which concern with the study. Primary data are the data which are obtained, observed and written directly from the sources. Secondary data are the data which are obtained, or received through the concerned interrelated companies.

In this report, the writer wants to get the data through three different methods, they are:

7.1 Observation method

The writer conducts a direct observation in the field. The writer observes and writes all phenomena being investigated. This method is to obtain primary and secondary data.

7.2 Interview method

The data are also collected from direct communication or observation with company officers about publication. This method is to get secondary data.

7.3 Documentary method

The writer also obtains the data from supporting books which can support this report. This method is to get secondary data.

With the above technique, the writer hopes the result can represent the whole situation illustrated.

VIII. The Outline of Final Paper

Chapter I

Introduction which consist of the background of choosing the subject, the objective of the study, the review of literature, the method of data analyzes and the outline of final paper.

Chapter II

Company profile which consists of the origin of the company, the company's organization structure, the services and unit service of the company and the job descriptions.

Chapter III

A good of communication process strategy and types of communication in PT PLN which consists of problem discussion.

Chapter IV

Closing which consists of the final conclusion about how internal communication at PT PLN Unit Distribusi Jateng and DIY creates a positive image.

CHAPTER II

COMPANY PROFILE

Brief History of Electricity

The history of electricity in Indonesia began in 19th century when some Dutch enterprises, sugar, and tea factories, set up an electricity generator for their own use. Electricity for public started when NV NIGN, another Dutch company, which traded gas at beginning, extended its business to electricity for public use. In 1972, the Dutch company run PLTA (Hydraulic Power Electric Generator) Plegan, PLTA Lumajan, PLTA Bengkok Dago, PLTA Ubrug and Kracak in West java, PLTA Giringan in Madiun, PLTA Tes in Bengkulu, PLTA Tonsea Lama in North Sulawesi and PLTU Vaporized Energy Electric Generator) in Jakarta. There were some other electricity companies set up in district level.

Along with the Dutch's resignation to Japan in Word War II, Indonesia was ruled by Japan. As a result, all the electricity and gas companies were taken over by the Japanese and they replaced all personals. With Japan's defeat to alliance troopers, and Indonesia declared its Independence on August 17th, 1945, youngster together with electricity and gas labors took advantage of the good chance to gain control over those Japanese-owned electricity and gas enterprises.

After the big success in taking over the electricity and gas enterprises from Japan, in September 1945, delegation of Electricity and gas Labors led by Kobarsjih and the Head of Central KNI with Mr. Kasman Singodimejo as the person in charge gave statement about the result of their battle. Letter on, together they met president Soekarno

to resign those enterprises to Indonesian Government. The submission was admitted by president Soekarno and with Peraturan Pemerintah (Government Regulation) year 1945 No. 1 per October 27th 1945, Jawatan Listrik dan Gas (Electricity and Gas Service) was established under Public Work and Energy Department.

The 1st and 2nd Dutch Aggression caused electricity enterprises to be regained by Dutch Government as their previous owner. Employees who did not cooperated then retreated and joined electricity and gas service offices in areas that did not belong to the Dutch colony to combating. The youngsters proposed a motion know as Mosi Kobarsjih about the nationalization of private Electricity and Gas enterprises to government. The crystallization of spirit of the motion was described in Ketetapan Parlemen RI (Parliament Decree) No. 163 per October 3rd 1953 about nationalizing the Foreign Electricity enterprises in Indonesia when the concession time was up.

Out the rising resolution to free Irian Jaya Dutch's grip, Peraturan Pemerintah (Government Regulation) No. 86 year 1958 per December 27th 1958 about Nationalizing all Dutch Enterprises and Government Regulation No. 18 year 1958 about Nationalizing Dutch Electricity and Gas Enterprises. Sustained by those rules, all Dutch electricity enterprises were repossessed by Indonesian people. The history of electricity in Indonesia has it's up and down together with the ups and down of the nation.

October 27th 1946 in Badan Pekerja Komite Nasional Indonesia Pusat (BPKNIP) Building in Yogyakarta. The minister of Public Work and Electric Energy Decree No.235/KPTS/1975 on September 30th 1975 celebrated Electric and Gas Day together with Public Works and Electric Energy's Devoti on Day on December 3rd. recalling the importance of spirit and values of Electric Day, based on minister of Mining and Energy

Decree No. 1134.K/43/MPE/1992, October 27th than was declared as National Electric Day.

Here are the importance years of electricity's journey in Indonesia:

Time	Description
1945	The Indonesia youngsters took the procession of NV NIGM
1945 (October 27)	President Soekarno founded Jawatan Listrik and Gas
1961 (January 1)	PBU Perusahaan Listrik Negara was Established
1964 (December 28)	Two other state-owned companies were established: Perusahaan Listrik Negara (PLN) and perusahaan Gas Negara (PGN)
1972	PLN was listed as a public company
1992	Private sector started taking part in supplying electricity in Indonesia
1994	PLN was declared as a Persero Company

Mission of PLN

These are the mission of P.T PLN Distribusi Jawa Tengah & D.I.Yogyakarta (Central Java and Yogyakarta Distribution):

1. To run the electricity business and other linked business, which are committed to the costumes, employees and share holder.
2. To make electric power as a media to improve the living quality of the people.
3. To bring electricity power to be the driver of economy in the country.
4. To run an environmentally friendly business.

Vision of PLN

To be acknowledged as an ever growing, proficient and dependable world class company, by emphasizing on its human resources potential.

Motto and Principles of P.T PLN

Motto: Electricity for the better life

(Listrik membawa kehidupan lebih baik)

The principles:

- a. Trust
- b. Care
- c. Integrity
- d. A Learner

Company Goals

1. To provide electric power for public and get profit based on the company principles.
2. To provide electric power both in quality and quality to:
 - a. Increase the prosperity of the people fairly and consistently.

- b. Improve the economy of the district.
 - c. Get the profit to develop the electric power for public requirement.
- 3 To clear a way for the business of electric power activity.

**Organization formation at P.T PLN distribusi Jawa Tengah dan D.I. Yogyakarta
(Central Java and Yogyakarta Distribution)**

- 1. General Manager
- 2. The department included are:
 - a.Planning
 - b.Distribution
 - c.Commercial
 - d.Monetary
 - e.Human resource organization
 - f. Communications, law and administration
- 3. Internal audit
- 4. Service Area and Network

1. The Function and duty

Planning Department

- a. Compiling the development system of electric energy program.
- b. Taking the technology information system program.
- c. Developing bilateral and multilateral cooperation
- d. Compiling the management report.

Distribution Department

- a. Observing and evaluating data network.

- b. Compiling and constructing the networking of management distribution.
- c. Compiling the method of construction activity administration.

Commercial Department

- a. Compiling marketing strategy.
- b. Evaluating the selling price of electric energy.
- c. Compiling the income and sale program.
- d. Compiling the service product.

Monetary Department

- a. Compiling the cash income.
- b. Compiling the monetary management.
- c. Evaluating the financial report.

Human Resource and Organization Department

- a. Compiling the policy of the organization development.
- b. Compiling the human resource development.

Communications, Law and Development

- a. Compiling the policy and managing communications both internally and externally.
- b. Executing Public Relation to the public.
- c. Creating public opinion, which is positive to increase the company image.
- d. Compiling the administration.
- e. Compiling the law product.
- f. Compiling the office facility report.

Internal Audit

- a. Compiling the annual activity program.
- b. Making the internal audit consisted of monetary technique, management and human resource.
- c. Giving recommendation and opinion.

Service and Network Area

Executing and making revenue report and sale of electric power, costumer service, operations of distribution network efficiently.

Within this report, the writer is more interested in internal public target and the function of PR that deals with organization, mainly employee. The employee here are all workers, white collars workers, and those who are doing the office works, they have clean room, and wear clean shirt. There are also blue collars workers, who are doing the hard work such as drivers, clerk etc. By communicating with them, we can learn about their attitude, opinion, difficulties, needs, wants, and hopes.

Public Relations (PR) has to create and then manage the two ways communication, vertically and horizontally so that they can get feedback that will ease the communication. Incase there is a conflict in the intern workers, for example rumors among the workers which has relation to the job or the act of the management that disadvantage the workers, it is the responsibility of the PR to solve it. Usually, the issue developed among the employee is because of misinterpretation. The PR needs to clarify this and neutralize or analyze so that the problem can be solved.

There are two main tasks of PR in relation to target activity, internal public and external public.

Sebagai pembahasan pada bab ini, PR akan menterjemahkan menjadi hubungan masyarakat juga, dengan khalayak luar yang merupakan sasaran public relation.

Within the discussion in this chapter, PR is translated into Hubungan Masyarakat, it means that the targets of the activity are internal employee and external people as the target of PR.
(onong Uchana Effendy, p. 169)

2. Description of P.T PLN (Persero) Distribusi Jawa Tengah & D.I.Yogyakarta (Central Java and Yogyakarta Distribution) Office

Address : Jl. Teuku Umar No.47 Semarang

Telephone : (024) 8441991

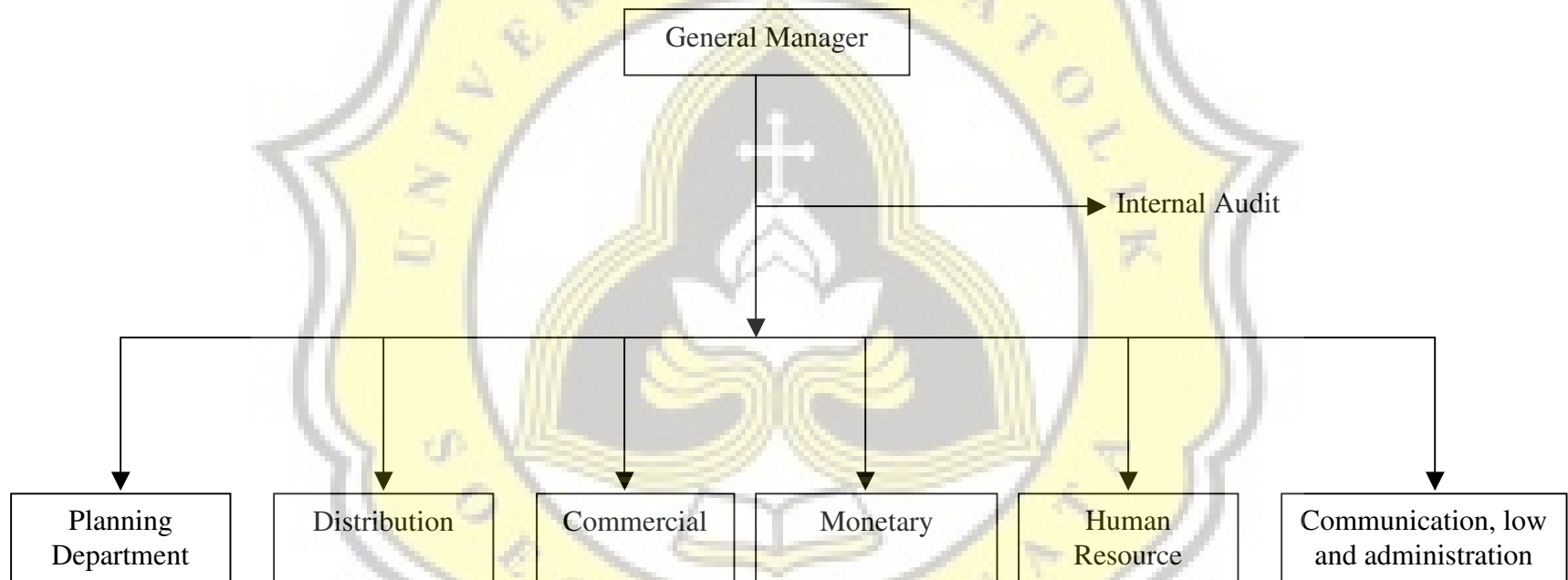
E-mail : Poskom

Homephone : [http/ www.pln.co.id](http://www.pln.co.id)

P.T PLN Distribusi Jawa Tengah dan D.I.Yogyakarta (Central Java and Yogyakarta Distribution) is a company that has mission and vision to become a world class company. Besides PLN must work with maximum intelligence. Therefore PLN can give an up-to-date service to the public.

ORGANIZATION STRUCTURE ORGANIZATION OF PT. PLN (Persero)

DISTRIBUSI JATENG & DIY



Source: PT PLN (Persero) Distribusi Jawa Tengah & D.I.Y

CHAPTER III

DISCUSSION

The fundamental purpose of communication in an organization is to enable and energize employees to carry out its strategy. Organizations need the capability to rapidly identify, send, receive, and understand strategic information that is credible, sensible, and relevant. However executing a strategy or bringing about operational or cultural change, or achieving stretch or breakthrough goals requires some factors such as: the broad awareness, understanding and acceptance of strategy by people as the foundation of their commitment.

3.1 Definition of communication.

Communication means message delivery process from the communicator to the communicant with or without media.

Komunikasi adalah proses penyampaian pikiran oleh seorang komunikator kepada komunikan, dan pikiran itu dapat berupa informasi ataupun opini.

Communication is idea delivery process by the communicator to the communicant, and the idea can be information or opinion.
(Bonar, 1983: 12)

3.2 Parts of communication.

Communication itself must have 5 important parts to support a good communication. They are:

a. Communicator.

Communicator has important role in the communication process. At PT PLN (Persero) the function of communicator is handled by the leaders. From the leader, message is sending to the employee in order to reach the company goals.

Good Communicator has 3 characteristics, they are:

- Power of attraction from the communicator.

The communicator interesting characteristics both parts of communicators have a pleasant communication.

- Physical Power attraction.

Communicators who have interesting physical attraction facilitate will get the sympathy from the communicant. Communicator who has beautiful and handsome face is easier to get the sympathy from the communicant.

- Trust

Communicator who is trusted by the communicant is easier in sending message and influencing another people.

b. Message

In order to have an effective communication, message sending process needs to be planned. Communication will be successful if the message sent is easy to understand and can be received by the communicant.

Keberhasilan dari suatu komunikasi adalah tergantung oleh kekuatan pesan yang disampaikan.

The success of the communication depend on the power of the message
(Rachmat, 1993: 268)

There are parts which must be given attention when we are planning to send message:

- Message must be planned so that the communicant's attention grows.

- Symbols which are used should be understood by the communicator and the communicant, for example the language which is used must be understood by the communicator and communicant.
- The message which is sent is the message which becomes important for the communicator and the communicant.

c. Media

Media is an equipment which is used to help communication process. Media can be telephone, memo, letter, fax machine, email mobile phone, etc.

d. Communicant

Communicant means a person who receives the message from the communicator.

e. Feedback

Feedback is very important in communication process because feedback is determining whether communication process can be continued or not. Feedback can be positive feed back or negative feedback.

- Positive feedback is the response from the communicant which please the communicator. The feedback will encourage the communicator to continue the communication or dialogue.
- Negative feedback is the response from the communicant that does not make the communicator feels happy, so the communicator didn't want to continue the communication or dialogue.

3.3 Internal communication at PT PLN (Persero)

P.T PLN develops a system in order to reach the targets above. There are two systems of internal company communications in P.T PLN (Persero) Distribusi Jateng & D.I.Y, namely:

I. Written Communication.

Written communication is a form of communication using printed media. In managing the system of P.T PLN (Persero) Distribusi Jateng & D.I.Y, the management applying the following forms of communication:

A. Printed Media.

Printed media is horizontal communication. In PT PLN, there are two printed media:

FOKUS MEDIA: This media is reporting anything related to P.T PLN that happened in Indonesia. For example Tsunami tidal which destroyed PLN Properties.

This media also reports PLN activities for helping the society, for example giving low interest loan. Moreover, PLN also gives credits to vendor i.e. giving booth for selling. This entire schedule in Environment and Teaching Partnership Program. P.T PLN publishes FOKUS media.

ELECTRIC MEDIA: This media is only for Central Java and Yogyakarta. It is almost the same as Focus Media, the only difference is on the caring program which is only for Central Java and Yogyakarta distribution. However, both of them are printed media.

B. Pocket Book

Pocket book is vertical communication; this pocket book is only for PLN employees, which contains rules and regulation, sanction that must be obeyed by the employee.

C. Announcement Board

Announcement board is vertical communication; there are two announcement boards in PLN. The first is for costumers that contain information on how to get PLN services. The second is for the employee. Every staff must know the line of their job.

D. Report

This is vertical communication. This formal communication is directed to the management or costumer services department. They should report all the complaints related to PLN for example black out, bad service, etc.

II. Direct Communication.

PLN develops a system by intensifying internal communication.

Face to Face

Face to face communication is a direct communication where the staff and the management meet and communicate.

The three types of this communication mode are:

1. Group Focus

Group focus is a face to face communication between management and the staff who have similar problems to discuss and they usually meet once a month.

2. Help Desk Communication

This is a system of communication by using telephone that can be accessed directly by the informer.

3. Ceremony

This is an annual event in P.T PLN. During the time, the management may give information about the development of the company or the policy; this is a downward communication mode. It is only one-way communication from the management to the employee.

Electronic Media

P.T PLN (Persero) Distribusi Jateng & D.I.Y uses electronic radio and also electronic media for communication among the staff on duty, mainly for the costumer service department. The benefits of using this media are:

- Direct information to the costumers services to repair so that the costumers are satisfied. The devices are called Handy Talky (HT).
- Telephone. In communication, staff and management will get accurate information by using telephone.
- Interactive announcement. This kind of announcement is very useful for all PLN employees and the management.
- Rubric and sport. This rubric contains information about religious and sport activity in PLN.

3.4 Communication Impeding Factors at PLN

PT PLN (Persero) also has Impeding factor in communication.

There are impeding factor at PT PLN (Persero):

- Sociology

PLN employees are from the various classes. The different status, religion, education level, economic status, can be impeding factor in communication.

These impeding factors are visible in the formal communication at PLN, because of different position from the employee.

- Psychology

This is impeding factor on communication process because of psychological situation which is not supporting, for example; communicator has conversation with communicant who is angry, confused, unsatisfied, or have bad thinking with the communicator. It can be an obstacle to reach communication goals.

- Mechanical

This often happen in the communication process which uses media at PT PLN (Persero), like bad handwriting, unclear voice on the telephone or lost signal on the mobile phone.

CHAPTER IV

CLOSING

4.1 Conclusion

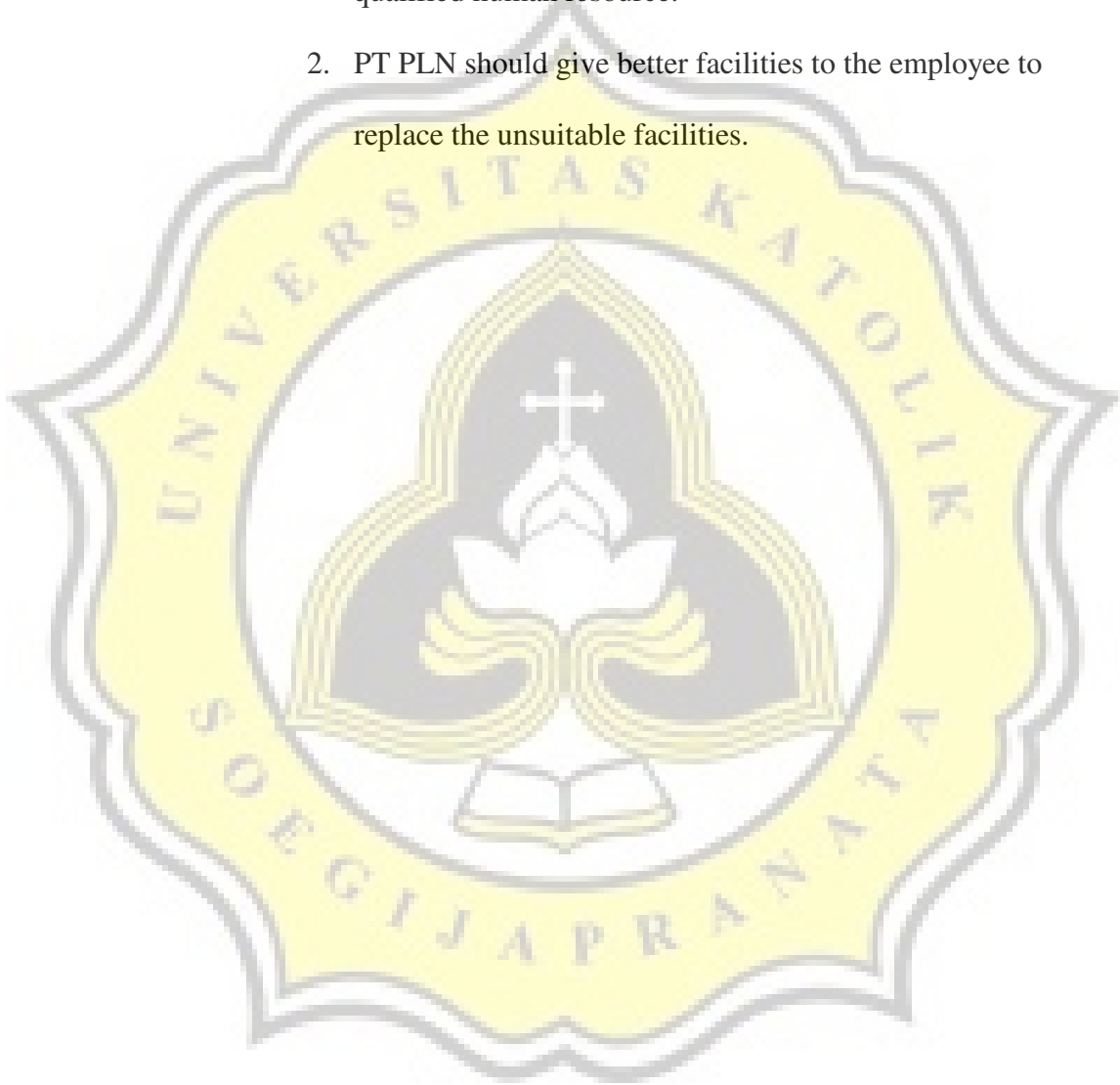
Based on the explanation which has been presented at the previous chapters, the following conclusion can be drawn:

1. Internal communication dimension can be divided into two; Vertical communication and Horizontal communication.
2. The effective communication must have 5 important parts
 - Communicator
 - Message
 - Media
 - Communicant
 - Feedback
3. Internal communication in PT PLN can be divided into two; written communication and direct communication.
4. Internal communication process in PT PLN is good and the company goal is often reach, but in the communication process still has impeding factors.

4.2 Suggestion

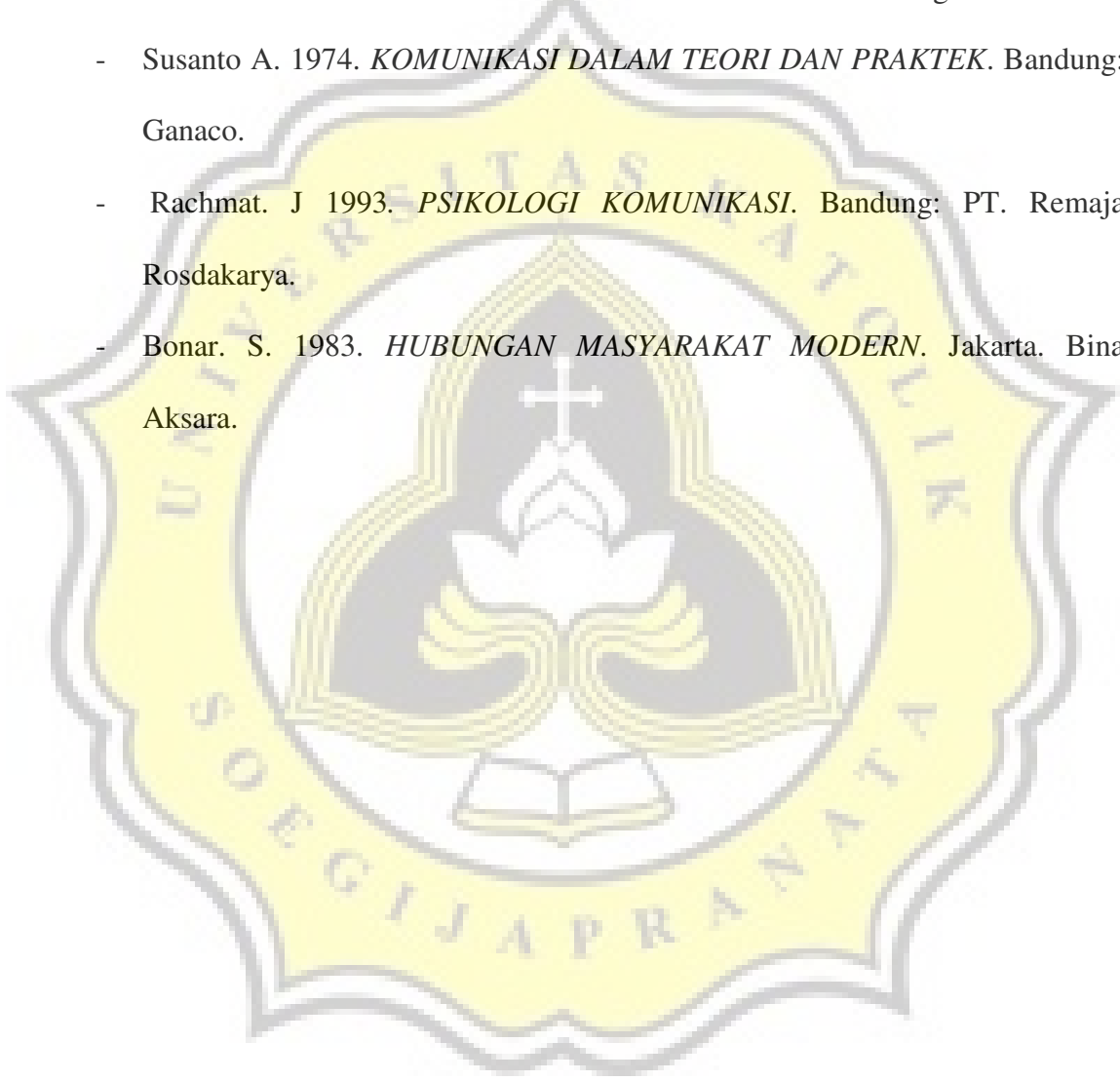
For further development, the writer suggests these following:

1. The communication techniques and theories should be given to the human resource in order to produce professional and qualified human resource.
2. PT PLN should give better facilities to the employee to replace the unsuitable facilities.



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APPENDIXES



APPENDIXE 1 **LEMBAR KONSULTASI TUGAS AKHIR**



APPENDIXE 2
ADVERTISEMENT



**APPENDIX 3
BROCHURE**